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# Conkey's

TRADE MARK

THE ORIGINAL

## Buttermilk STARTING FEED



### RAISES HUSKY CHICKS



### FEED IT EIGHT WEEKS



# The Right Sta

**CONKEY'S BUTTERMILK STARTING FEED** was put on the market to satisfy a long-felt want for a pure, sweet, clean feed that could be depended upon to carry baby chicks safely through the critical first eight weeks.



Conkey's is simple and yet so different. It did not "just happen"—it is a scientifically-balanced feed as clean and wholesome and as conscientiously prepared as any "infant food" should be made.

## What is Conkey's Secret?

This question is often asked by people amazed at the wonderful results they accomplish with **CONKEY'S BUTTERMILK STARTING FEED**. When they see their chicks growing so fast—into sturdy, vigorous birds—many persons insist there must be some mysterious ingredient which Conkey doesn't tell the public about.

But there is no secret about Conkey's unless it be in the exclusive **ORIGINAL** Conkey process whereby fresh, Semi-Solid (not dry) buttermilk is blended with the other ingredients in such a way as to preserve the appetizing, tonic, and other properties of the newly-churned product. Another reason for Conkey's tremendous success lies in the fact that he spares no pains or expense to make his Starting Feed clean, uniform and wholesome at all times.

The ingredients in Conkey's are semi-solid buttermilk, oatmeal, a special wheat middlings, corn meal, corn feed meal, and granulated bone. The selected, plump grains, ground to proper fineness, are combined with the buttermilk and bone so as to make a feed palatable, nutritious, and readily digestible. Verify for yourself these statements—**TASTE** it, **SMELL** it, that's the way to judge a chick feed.

## *DON'T BREAK THE*

# art Makes Chick

## SOLD ON THIS GUARANTEE

*"Your Money Refunded Cheerfully if any Conkey Product does not Satisfy"*

Conkey's Buttermilk Starting Feed is made with a low fibre content because the very delicate digestive organs of a baby chick cannot take care of coarse, heavy feeds. Fibre content in Conkey's is 4 per cent.

Is rich in mineral because bones and feathers must be grown first.

Contains just the right amount of protein to insure good digestion and proper growth. (Avoid any feed for chicks containing more than 12 to 14 per cent protein.)

Carries buttermilk in just the right proportion as an aid in prevention of bowel troubles, White Diarrhea, leg weakness and other chick disorders.

## Semi-Solid Buttermilk Used

One reason Conkey's is *so different* is that it carries buttermilk in just the right proportion to help to preventing White Diarrhea, Leg Weakness, Bowel Troubles, etc. The buttermilk in Conkey's is the old-fashioned kind with nothing taken out but part of the water—it isn't dry buttermilk.

When Conkey originated the first commercial feed containing buttermilk, through discovery of the process of blending the ingredients with Semi-Solid buttermilk, he taught the poultry world a valuable lesson. Since that time, many substitutes and "short cuts" have been offered but so far none have been found that take the place of the painstaking effort required to properly blend the fresh Semi-Solid product with the other ingredients.



# CHAIN OF CONKEY'S

# Raising Easy!

## Rich in Vitamines

Lactic acid in the buttermilk used by Conkey is described as an "intestinal broom" which helps to sweep away unfriendly bacteria and disease germs in the delicate digestive tract. Buttermilk is also rich in one of the vitamins necessary to growing birds. It adds zest to the appetite, aids digestion and helps to build flesh.

However, it is not the buttermilk nor the other ingredients alone that causes people to declare that their *chicks grow twice as fast on Conkey's*. It is not the buttermilk alone that protects chicks from disease during the critical first eight weeks. Success comes from the combination of these materials by the ORIGINAL Conkey process—the balancing of the ration, as Conkey knows how.

Poultry experts who have studied the subject sufficiently to realize the immense importance of little things in the care and feeding of poultry and other animals, like to give Conkey credit for producing commercially a baby chick feed that is always a little in advance of what the most particular feeder would ask for. It saves them time and money.

Now, don't be influenced by "cheaper" imitations labeled "buttermilk"—that word may be used to deceive unwary buyers—to cover up a multitude of "sinful" grains, mill sweepings, poisonous weed seeds, musty screenings, worthless by-products, or other poor material having little or no nutritive value.

## Good as Breakfast Food

Conkey's is so palatable that one poultryman said it ought to be used for "breakfast food."

One Woman wrote: "My chicks just love Conkey's. It is so tasty, and my, how they do grow! Better still, we didn't have a single loss in the present hatch, no White Diarrhea or other bowel troubles like before we began using Conkey's."

An infant's diet is different from that of growing children or adults. It's the same with baby chicks. That's why Conkey prepares the starting feed and recommends its use for the first eight weeks, after which the growing mash should be substituted. When laying time comes still another combination is necessary



Avoid any feed which is recommended for both the *starting* and the *growing* period.

# BUTTERMILK FEEDS!

# The Conkey Chain

## What It Means To The Poultry Raiser

Conkey was the first manufacturer to incorporate Buttermilk in a commercial feed; that is why Conkey's Buttermilk Feeds are known as **THE ORIGINAL**.

Conkey was also the first feed manufacturer to recognize the now universally-accepted fact that poultry at different ages required differently balanced rations for most economical feeding results.

It was through the discovery of this principle that Conkey brought into being the Conkey Chain of Buttermilk Feeds—three separate mashes, one for starting the chicks, one for developing, and one for laying.

Conkey was likewise the first manufacturer to put out a *complete chain* of **LOW FIBRE** poultry feeds. In other words, Conkey has always been a leader in doing the thing that is consistent and right for the poultryman rather than merely expedient or profitable.

Each Conkey Mash is carefully balanced for the particular work it has to do, and also in relation to all of the other Conkey mashes. For best results, therefore, don't break the Conkey Chain—it's a complete system of feeding that has brought success to thousands.

When your chicks are eight weeks old, change them gradually to Conkey's Buttermilk Growing Mash, and then as they reach maturity, shift to Conkey's Buttermilk Laying Mash. In this way you'll insure a rapid, steady, consistent growth, not only of your chickens, but also of your profits.



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# FEEDING DIRECTIONS

**INGREDIENTS**—Semi-Solid Buttermilk, hulled oats, wheat middlings, corn meal, corn feed meal and bone.

**ANALYSIS:** Crude Protein, 12%; Crude Fibre, 4%; Crude Fat, 3%; Nitrogen Free Extract, 56%; Carbohydrates, 60%.

**CONKEY'S BUTTERMILK STARTING FEED** is a ready-prepared feed for baby chicks, ducklings, goslings, guineas, poults, pheasants, quail, grouse and all similar young fowls.

**HOW TO FEED STARTING FEED**—Don't feed baby chicks until at least 48 hours old. Just before the chick hatches out, it takes into its system the yolk of the egg, which Nature provides for nourishment the first two or three days. Giving other feed before the yolk is digested causes much of the bowel trouble that means big losses.

After chicks are 48 hours old, spread **CONKEY'S BUTTERMILK STARTING FEED** dry, just as it comes from the bag, on a newspaper or feeding board. To insure that every chick learns to eat, watch the first few feedings. A little coaxing by tapping on the paper or board will usually induce them to peck at the feed—a taste is all that is needed to finish the lesson.

After ten minutes remove the feed. Repeat feeding every two hours for first day that you feed the chicks, then begin feeding them four times a day, giving the little fellows all they will clean up in ten or fifteen minutes.

After the sixth day place feed in **THE CONKEY NORWICH FEEDER** and keep it before the chicks all the time. Have enough hopper space to allow two-thirds of the chicks to eat at one time. Keep the mash constantly before the chicks until they are eight weeks old, at which time begin gradually shifting to **CONKEY'S BUTTERMILK GROWING MASH**.

**GRIT**—Give the chicks fine grit as soon as they will pick it up.

**WATER**—Give chicks plenty of clean drinking water, with chill removed, just as soon as they are dried off and willing to drink. If you suspect White Diarrhea, keep **CONKEY'S WHITE DIARRHEA TABLETS** in the drinking water.

**GREENSTUFF**—After chicks are six days old, give them a daily feeding of fine sprouted oats, tender grass, lettuce, or similar greenstuff. Grated table beets are good. If weather permits, get them out on the ground during the sunny part of the day after vegetation has dried off.

**HOW TO FEED CHICK GRAINS**—After the chicks are three weeks old, begin giving them two feedings a day of **CONKEY'S CHICK GRAINS**, or similar finely milled grains. Feed the Grains very sparingly in a one-inch deep litter of ground alfalfa, cut clover, fine cut straw or some other suitable litter material every morning. Increase depth of litter as chicks grow. Give a moderate feeding of the chick grains in the evening—enough to fill their crops.

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